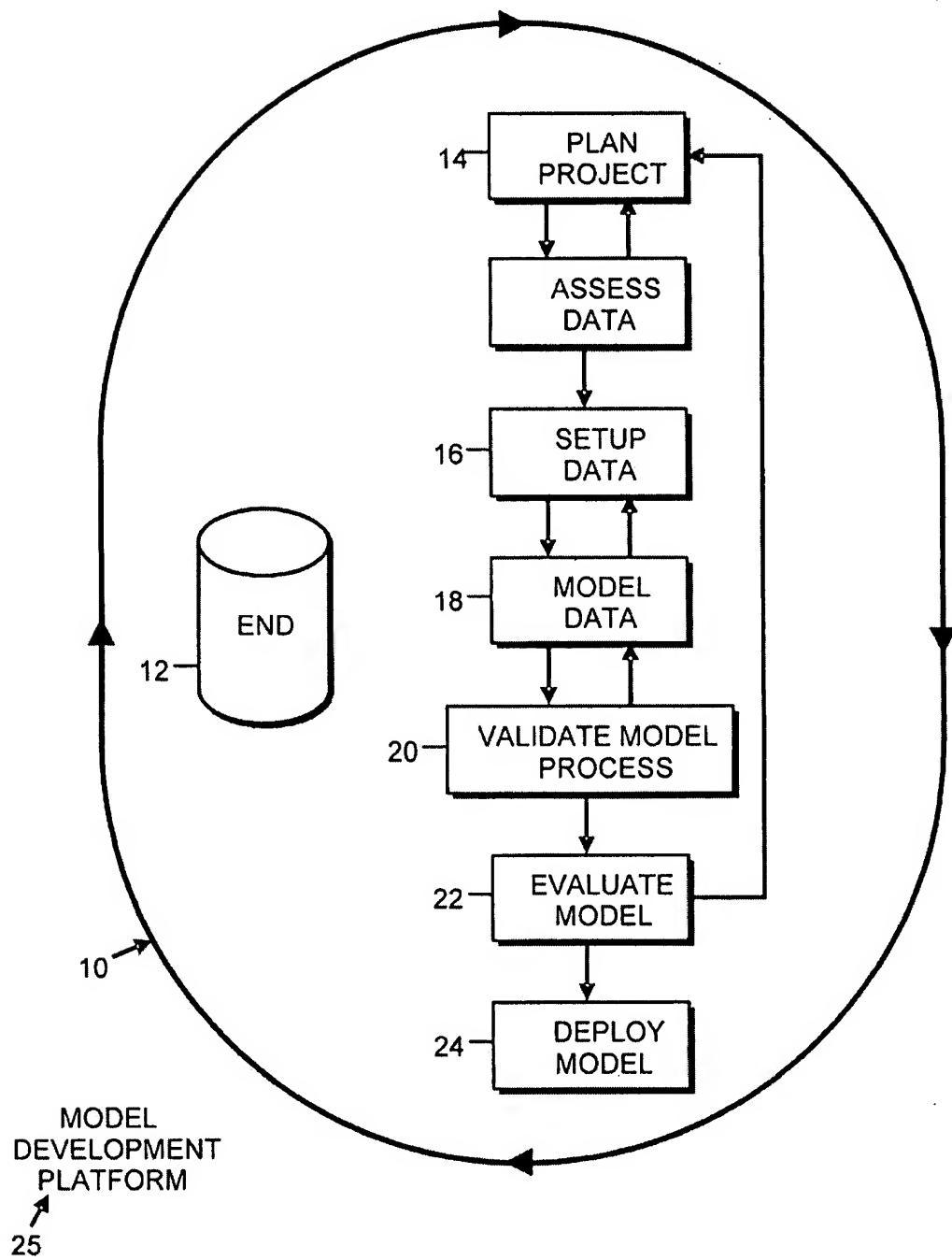


**REPLACEMENT SHEET**

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PREDICTIVE MODEL GENERATION



**FIG. 1**

**REPLACEMENT SHEET**

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ModelProject's Table			Description
Field Name	Data Type	Field Name	Description
ProjectID	AutoNumber	UniqueNumberIndexingModelProjects	Unique Number Indexing Model Projects
ProjectName	Text	ReferenceNameForModelProject	Reference Name for Model Project
ProjectType	Text	TypeOfModelToBeConstructed(Response, Clone, Suppression,...)	Type of Model to be constructed (Response, Clone, Suppression,...)
ProjectGoal	Text	AnalystDefinedGoalForCurrentModelProject	Analyst-defined goal for current Model Project
ProjectBeginDate	Date/Time	IdentifyingTimeStampForFirstUse	Identifying Time Stamp for first use
ProjectEndDate	Date/Time	LastUsedTimeStamp	Last used Time Stamp
ProjectDataset	Text	FullPathnameReferenceToDevelopmentDataset	Full pathname reference to Development dataset
ProjectDataDictionary	Text	FullPathnameReferenceToMetadataAndModelStatusAndData	Full pathname reference to metadata and Model status and data
ProjectLog	Text	FullPathnameReferenceToLogOfAnalystDecisions	Full pathname reference to log of Analyst decisions
DependentVariable	Text	TargetVariableSelectedForModel	Target variable selected for Model
ModelFitnessCriterion	Number	DesiredCIndexForModelSetByAnalyst	Desired c-index for Model set by Analyst
ModelPerformanceCriterion	Number	DesiredZoneOfPositiveModelGainSetByClient	Desired zone of positive Model Gain set by Client
DevelopmentDatasetSize	Number	DesiredLevelOfMonotonicity	Desired level of Monotonicity
PositiveOutcomes(%)	Number	TotalNumberOfRecordsInDevelopmentDataset	Total number of records in Development Dataset
SampleSize(%)	Number	SizeOfTrainingSampleAsAPercentOfDevelopmentDatasetSize	Size of Training Sample as a percent of Development Dataset Size
VariableCount	Number	InitialNumberOfPredictorVariables	Initial Number of Predictor Variables
SampleDistribution	Hyperlink	DistributionOfPredictorVariablesGraphsAndStatistics	Distribution of Predictor Variables: Graphs and Statistics
SamplByDistribution	Hyperlink	DistributionOfPredictorForPositiveAndNegativeOutcomes	Distribution of Predictor for Positive and Negative Outcomes
InteractionTree	Hyperlink	CrossValidatedPartitionTreeForKeyPredictorVariables	Cross-validated Partition Tree For key Predictor Variables
DimensionReductionMissingFilter	Number	NumberOfPredictorVariablesEliminatedForMissingVariables	Number of Predictor Variables Eliminated for Missing Variables
DimensionReductionCutoff	Number	CutoffSetByAnalystForPercentOfMissingValuesAcceptable	Cutoff set by Analyst for Percent of Missing Values Acceptable
DimensionReductionMainEffects	Number	NumberOfPredictorVariablesRetainedForMainEffects	Number of Predictor Variables Retained for Main Effects
DimensionReductionMainEffectsCutoff	Number	CutoffSetByAnalystForSignificanceOfMainEffects	Cutoff set by Analyst for Significance of Main Effects
DimensionReductionInteractionEffects	Number	CutoffSetByAnalystForSignificanceOfInteractionEffects	Cutoff set by Analyst for Significance of Interaction Effects
DimensionReductionInteractionEffectsCutoff	Number	NumberOfPredictorVariablesResultingFromDimensionReduction	Number of Predictor Variables resulting from Dimension Reduction
CandidateModelChoice	Text	ModelTypeAppliedToDimensionReducedDataset	Model Type applied to Dimension Reduced Dataset
CandidateModelChoiceConstraint	Number	RetentionCutoffOrSignificanceLevelForModelVariables	Retention Cutoff or Significance Level for Model Variables
CandidateModelResult	Hyperlink	ModelFittingResults	Model Fitting Results
CandidateModelLiftChart	Hyperlink	ModelNonCumulativeLiftChart	Model Non-Cumulative Lift Chart
CandidateModelPersistenceChart	Text	ModelPersistenceChartForKeyVariables	Model Persistence Chart for Key Variables
ValidationMethod	Hyperlink	MethodSelectedForModelDevelopmentProcessValidation	Method Selected for Model Development Process Validation
ValidationMethodResults	Text	ModelApplicationToValidationDataset(s)Results	Model Application to Validation Dataset(s) Results
ValidationMethodLiftChart	Hyperlink	ModelValidationLiftChart	Model Validation Lift Chart
FinalModelResults	Hyperlink	ModelDevelopmentProcessAppliedToFullDevelopmentDatasetResults	Model Development Process applied to full Development Dataset Results
FinalModelLiftChartComparison	Hyperlink	FinalModelAppliedToSampleAndValidationDatasetsForCumulativeLift	Final Model applied to Sample and Validation datasets for Cumulative Lift
FinalModelNonCumulativeLiftChartComparison	Hyperlink	FinalModelAppliedToSampleAndValidationDatasetsForNonCumulativeLift	Final Model applied to Sample and Validation datasets for Non-cumulative Lift
FinalModelEquation	Text	ModelParameterizedEquationUsingModelTransformedVariables	Model Parameterized Equation using Model Transformed Variables
ScoringDatabase	Text	FullPathnameReferenceToScoringFileInputDatabase	Full pathname reference to Scoring File Input Database
DevelopmentScoringComparison	Hyperlink	KeyVariableComparisonOnDecileBasis	Key Variable Comparison on Decile Basis
DevelopmentScoringDistributionComparison	Hyperlink	PropensityScoreDistributionForDevelopmentAndScoringFile(Subset)	Propensity Score Distribution for Development and Scoring File (Subset)
ScoredResults	Text	FullPathnameReferenceToScoringFileOutputDataset	Full pathname reference to Scoring File Output Dataset
InsightProfileMethod	Text	MethodForRankingCustomerInsightVariables	Method for Ranking Customer Insight Variables
InsightProfile	Hyperlink	RankedListOfKeyVariables	Ranked List of Key Variables
InsightProfileChart	Hyperlink	InsightChartOfKeyVariableDifferentialContribution	Insight Chart of key variable Differential Contribution
FinalReportEntry	Memo	FinalReportDescriptionAndComments	Final Report Description and Comments

**FIG. 3**